



Growing Healthy Kids Columbus

VISION: *Columbus is a community in which all children live in a smoke-free environment, have daily opportunities for active play and access to nutritious foods that lead to children entering kindergarten ready to live, learn and play at their best.*

Minutes

September 26, 2017 10:00am - 11:30am
Columbus Public Health, 119C

Attendance

Organization	Member
CPH –Growing Healthy Kids Columbus	Ali Segna
Nationwide Children’s Hospital – Center for Healthy Weight and Nutrition	Megan Rose
Children’s Hunger Alliance	Mark Haynes, Michelle Hoffman
CPH – CDC PHAP, Chronic Disease Prevention	Elise Fester
CPH – Strategic Nursing Team	Bob Holomuzki
CPH – Healthy Children Healthy Weights	Hannah Bills, Alyssa Dorsey, Claudette Bailey, Claire Chewing
FCPH – Farm to School	Kristin Peters
CPH – Local Food Access	Michika Nickerson
Moms2Be	Lydia Burney
CPH – Franklin County WIC	Dawn Sweet
FCFCFC	Carol Taylor
CPH – Creating Healthy Communities	Katie Stone, Dana Dorsey
CCS – Early Learning	Carolyn Bernard

STEERING COMMITTEE MEMBERS:

Carolyn Bernard, Columbus City Schools
Megan Gorby, Nationwide Children’s Hospital
Mark Haynes, Children’s Hunger Alliance
Ali Segna, Columbus Public Health
Bobbi Shannon, YMCA of Central Ohio

Carol Smathers, Ohio State University Extension
Dawn Sweet, Franklin County WIC
Hannah Bills, Columbus Public Health
Rebecca Wade-Mdivanian, Ohio State University Life Sports
Maria Villareal, CDCFC Head Start
Matthew Yannie, United Way of Central Ohio

10:00am – 10:05am Great Apple Crunch

All

10:05am – 10:35am Member Introductions and Program Updates

All

- Highlights
- New resources/education
- Policy, system and/or environmental changes
- Challenges or barriers

Partner/Organization	Program Updates
Ali Segna, CPH/GHKC	Healthy Celebrations Ring of Fun! Finally printed!!! – 47 holidays with a corresponding physical activity, craft, music, book and snack. We consulted CPH Minority Health team to be inclusive and emphasize the educational opportunities provided by all celebrations. Presentations have also been given to Columbus Board of Health on GHKC 2017 NACCHO Model Practice Award and Maternal and Child Health Advisory Council on Healthy Gatherings.
Michelle Hoffman, CHA	Continuing Eat, Play, Grow program; This week, CHA has reached 100 in-home providers who have completed CHA training and has provided technical assistance as necessary.
Hannah Bills and Alyssa Dorsey, CPH/HCHW	Alyssa & Ali presented to Columbus Board of Health on 2017 NACCHO Model Practice Awards; HCHW OHP Online Curriculum on schedule to launch Oct 2, 2017; Working with partners at FCPH, OSU Extension & YMCA, HCHW helped secure an agreement with Heim Wholesale Food Distributor to provide over 6,000 apples to early care centers and afterschool programs for Great Apple Crunch on October 12, 2017.
Bob Holomuzki, CPH/SNT	Have already vaccinated over 1,000 students this fall for school readiness.
Kristin Peters, FCPH	First Ohio Days in Bexley School District – if you have connections to any other Franklin County district please contact Kristin; Will be hosting a food clinic next week at the Franklin County Fairgrounds.
Megan Rose, NWC CHWN	Sign-up and attend the Early Childhood Wellness and Nutrition Symposium –October 26, 2017 8a-12:30p, at the Blackwell Inn & Conference Center, \$20 to register at tinyurl.com/2017NutritionSymposium ; new school-based nurse practitioners to implement weight-based interventions at schools.
Lydia Burney, Moms2B	New Hilltop site in-session for the first time today.
Dawn Sweet, WIC	Caseload did grow last month- on the upswing; Observed Mothers in Motion training - 5 WIC clients, train-the-trainer format.
Elise Fester, CPH/CDP	Safe Routes to School is looking to expand Pre-K programming this school year.
Carol Taylor, FCFCFC	Finally completed onboarding 10 new staff – 7 in CCS, others in Whitehall, which will soon expand, adding 6 more staff; New training will take place December 11 and 12. Details to come.
Katie Stone and Dana Dorsey, CPH/CHC	Young Lungs at Play signage available to any GHKC member or partner; Little's IGA (on Parsons and Livingston) is doubling up <i>anyone's</i> produce purchase through December; Worksite Wellness

	on West and South side – this can include requests for anything from bike racks to Healthy Gatherings technical assistance.
--	---

10:35am – 10:45am Breaking News

Ali Segna

Revised Vision

- *Columbus is a community in which all children ***live in a smoke-free environment**, have daily opportunities for active play and access to nutritious foods that lead to children entering kindergarten ready to live, learn and play at their best.*

Nutrition Facts Label Update Delayed until January 2020

FDA Commissioner Scott Gottlieb announces the delay for the updated Nutrition Facts Label will be January 2020, not July 2018 as previously stated.

According to Jim O'Hara, Health Promotion Policy Director for CSPI, "consumers need these labels to reduce their risk of diet-related disease, and, in particular, to know how much added sugars are in the foods they buy."

The Healthier Generation Store with Amazon Business

It just got easier to serve healthier snacks to kids across the country, close the "healthy snack gap," save time, and support healthier kids.

Introducing The Healthier Generation Store with Amazon Business – the first verified online store dedicated to exclusively selling Smart Snacks compliant products.

We know it's harder for some schools or afterschool programs to access healthier snacks—not anymore

Gatorade Punished for Dissing Water in Video Game

The Gatorade Company will no longer be able to make disparaging comments about water. The settlement stems from the company's free and award-winning mobile game "Bolt!" which came out in 2012 but is no longer listed in the iTunes store.

In the game, the fastest man alive, sprinter Usain Bolt, picks up gold coins as he races across the screen. He runs faster and gains fuel if he hits a Gatorade icon, but he slows down and loses fuel if he hits a water droplet. The opening instructions warn, "Keep your performance level high by avoiding water."

The complaint alleges that Gatorade violated California consumer protection laws by making misleading statements about water. In addition to governing how the company depicts water, the settlement will require Gatorade to disclose endorser relationships in any social media posts. It will also prohibit the company from advertising its products in the media when children under 12 make up more than 35% of the audience.

Gatorade must pay \$300,000 to the California Attorney General's Office, \$120,000 of which will be used to fund research or education about the importance of drinking water and proper nutrition in kids and teenagers.

State Policies to Prevent Obesity

Where does Ohio fall? Ohio has regulations around Breastfeeding, drinking water, healthy eating, nutrition standards and physical activity. Ohio fall short in defining physical activity, linking to CACFP standards, providing a private space for breastfeeding and screen time.

National Childhood Obesity Rates (NHANES)

CHILDHOOD OBESITY RATES — 2011-2014 DATA²³	
Age Group	Obesity Rate
Ages 2-5	8.9%
Ages 6-11	17.5%
Ages 12-19	20.5%
All youth (ages 2-19)	17.0%

Despite these positive trends, childhood obesity remains an American epidemic. More than 12 million U.S. children are obese — one out of every six children.⁴

There are multiple factors that may explain the significant numbers of overweight and obese children, such as not eating enough nutritious foods or getting sufficient activity. Family and environmental factors are key. For example

- 91 percent of American children have poor diets and less than half get the recommended 60 minutes of daily physical activity
- Almost $\frac{2}{3}$ of american youth consume a sugary beverage on any given day.
- A quarter of American High School students (24.7 percent) watch three or more hours of television on an average school day
- Schools have reduced recess time in favor of academic instruction, particularly among older children

National Childhood Obesity Rates (WIC)

Research has demonstrated that creating healthy eating patterns early on can help establish lifelong food preferences and habits.¹⁷ Given that more than one in 11 of all low-income children ages 2-5 are already overweight or obese,¹⁸ forming good eating behaviors at an early age is critical.¹⁹ Early childhood obesity rates have begun to level off and even decline. Nationally, the obesity rate among low-income 2- to 5-year-old children enrolled in the WIC program declined from 15.9 percent in 2010 to 14.5 percent in 2014.²⁰ Among these children, a majority of states and all major racial/ethnic groups saw a reduction between 2010 and 2014 in the obesity rates.

CDC analyses cite that a set of initiatives have contributed to the recent reduction in obesity rates, including revisions to the WIC program's food package, providing WIC recipients with more healthy food options, and WIC efforts to promote and support breastfeeding.

10:45am – 11:00am Healthy Gatherings Challenge

Ali Segna
Carolyn Bernard

- Survey Monkey format – survey will be sent out monthly
- Each submission will include a short testimonial & 3 pictures
- Point breakdown

- 1 point for educational resource use
- 2 points for environmental change
- 5 points for steps taken towards policy/system changes
- 15 points for policy implementation
- Welcome to share with partners
- Incentives include 3 gallon WFFT water jug, WFFT water pitchers, Healthy Celebrations Ring of Fun! and more
- Use Sign-up Genius (www.signupgenius.com) for DIY Potlucks – format matches very well and it is user friendly

11:00am – 11:05am Activity Break (Evolution of Mom Dancing: <https://www.youtube.com/watch?v=Hq-URI9F17Y>) All

11:05am – 11:30am Balance Calories Ohio Ali Segna
Balance Calories Ohio is part of the Balance Calories Initiative, a national, multi-year effort from America's leading beverage companies and the American Beverage Association to help fight obesity by reducing beverage calories consumed per person nationwide by 20 percent by 2025.

Balance Calories Ohio focuses on three key components:

1. Encouraging Calorie Awareness and Balance at Points-of-Purchase.
2. Increasing Interest in and Access to Reduced-Calorie Beverage Choices.
3. Increasing Consumers' Awareness of Calorie Balance Through an Awareness and Engagement Program.

In Central Ohio, the Ohio Soft Drink Association and Ohio's beverage companies will partner with the City of Columbus and Mid-Ohio Foodbank.

City of Columbus:

- They will collaborate with the City's Parks and Recreation Department to ensure vending machines at recreation centers are updated with messages to "Balance What you Eat, Drink and Do."
- They will be presenting free informational sessions on navigating the beverage aisle and participate with the city's teaching kitchen programs to create awareness of Balance and choice with Columbus parents.

Mid-Ohio Foodbank

- They will donate beverage options with less sugar, fewer calories and smaller portions.
- They also will support the Foodbank mission by helping bring educational programming to its clients– such as sharing information on how to navigate the beverage aisle.

A Taste of Home: https://www.youtube.com/watch?time_continue=5&v=yuhhxTj5od0

Video exposes how the beverage industry is specifically targeting Latino children and youth by increasing their marketing efforts on Spanish-language television. Monica Mendoza introduces us to an unhealthy family tradition to analyze how sugar sweetened beverages impact Latino communities and contribute to the type 2 diabetes epidemic.

Reactions to video:

- Sad
- Not surprising

- Alarming to think about a company pitching itself as “safe” when it can be as dangerous as big tobacco, etc.
 - A “wolf in sheep’s clothing”
- Offended, because these companies know these communities are struggling with disparate obesity rates
 - ...and specifically target them *because of it*
 - It’s hard to understand how someone can want to provide something to someone else if they know it’s going to hurt that person?
 - This is just adding insult to injury in places that are already considered food deserts, with already low access to nutritious food
- Education is one piece – but also warning them about the motives of the big companies
 - Think about “reading the labels in a language you don’t understand” line and consider how hard reading nutrition labels is even as a native English speaker (i.e. sugar can be labeled 8 different ways on a nutrition label)
- Do these videos air anywhere?
 - No – and that’s too bad
- New perspective on Balance Calories Ohio?
 - It seems like a publicity stunt
 - Not mutually exclusive situation for soda companies; it benefits them no matter what, they get to target certain populations and they get to pretend like they’re doing a “good” thing
 - At the end of the day, it is just money in the bank
 - Pushing low-calorie soda, especially in MOFB and the “beverage aisle tours” is especially ridiculous
 - Taking advantage of a calorie-obsessed society
 - We need to start emphasizing the importance of *nutritional value*
 - This is insulting to all communities
 - Changes based on stereotypical societal values – there are other marketing campaigns where unhealthy products are placed adjacent to healthier foods, creating a subconscious association
- What we can do?
 - Mexican Consulate at CPH this October
 - Hard to address when so closely tied to culture, but let them know about the targeting – wouldn’t you want to know?
 - Maybe use stats on tobacco targeting and look into what kind of response has been leveraged against those movements
 - Treat added sugar as equivalent with tobacco – i.e. would you reward yourself or your child with cigarettes and consider that healthy?

Next Meeting: October 31, 2017, 10:00am-11:30am Columbus Public Health, 119C.

Next Steps: What are you noticing about Balance Calories Ohio?